



**POINTS
OF
INTEREST**

- Christmas Wish
- History of Christmas
- Trip to Kentucky
- Birthdays
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- Promotions/New Hires
- Department News
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Good Spirits

DECEMBER 2013

Merry Christmas and Happy New Year

We're wishing you a
Christmas
Full of laughter, love and
light,
With delicious holiday foods
To excite your appetite.

We're hoping you receive
Delightful gifts to make you

smile,

With family and friends
To love you all the while.



We wish you a Merry Christmas;



May your
Christmas
dreams
come true,
And when
Christmas
is over,
Happy
New Year,
too!

Christmas history in America

In the early 17th century, a wave of religious reform changed the way Christmas was celebrated in Europe. When Oliver Cromwell and his Puritan forces took over England in 1645, they vowed to rid England of decadence and, as part of their effort, cancelled Christmas. By popular demand, Charles II was restored to the throne and, with him, came the return of the popular holiday.

The pilgrims, English separatists that came to America in 1620, were even more orthodox in their Puritan beliefs than Cromwell. As a result, Christmas was not a holiday in early America. From 1659 to 1681, the celebration of Christmas was actually outlawed in Boston. Anyone exhibiting the Christmas spirit was fined five shillings. By contrast, in the Jamestown settlement, Captain John Smith reported that Christmas was enjoyed by all and passed without incident.

After the American Revolution, English customs fell out of favor, including Christmas. In fact, Congress was in session on December 25, 1789, the first Christmas under America's new constitution. Christmas wasn't declared a federal holiday until June 26, 1870

Washington Irving reinvents Christmas

It wasn't until the 19th century that Americans began to embrace Christmas. Americans re-invented Christmas, and changed it from a

raucous carnival holiday into a family-centered day of peace and nostalgia. But what about the 1800s peaked American interest in the holiday?



The early 19th century was a period of class conflict and turmoil. During this time, unemployment was high and gang rioting by the disenchanted classes often occurred during the Christmas season. In 1828, the New York city council instituted the city's first police force in response to a Christmas riot. This catalyzed certain members of the upper classes to begin to change the way Christmas was celebrated in America.

In 1819, best-selling author Washington Irving wrote *The Sketchbook of Geoffrey Crayon, gent.*, a series of stories about the celebration of Christmas in an English manor house. The sketches feature a squire who invited the peasants into his home for the holiday. In contrast to the problems faced in American society, the two groups mingled effortlessly. In Irving's mind, Christmas should be a peaceful, warm-hearted holiday bringing groups together across lines of wealth or social status.



Irving's fictitious celebrants enjoyed "ancient customs," including the crowning of a Lord of Misrule. Irving's book, however, was not based on any holiday celebration he had attended—in fact, many historians say that Irving's account actually "invented" tradition by implying that it described the true customs of the season.

Before the Civil War

The North and South were divided on the issue of Christmas, as well as on the question of slavery. Many Northerners saw sin in the celebration of Christmas; to these people the celebration of Thanksgiving was more appropriate. But in the South, Christmas was an important part of the social season. Not surprisingly, the first three states to make Christmas a legal holiday were in the South: Alabama in 1836, Louisiana and Arkansas in 1838.

In the years after the Civil War, Christmas traditions spread across the country. Children's books played an important role in spreading the customs of celebrating Christmas, especially the tradition of trimmed trees and gifts delivered by Santa Claus. Sunday school classes encouraged the celebration of Christmas. Women's



magazines were also very important in suggesting ways to decorate for the holidays, as well as how to make these decorations.

By the last quarter of the nineteenth century, America eagerly decorated trees, caroled, baked, and shopped for the Christmas season. Since that time, materialism, media, advertising, and mass marketing has made Christmas what it is today. The traditions that we enjoy at Christmas today were invented by blending together customs from many different countries into what is considered by many to be our national holiday



On November 10, 2013, Four Employees from our Speciality Stores, Tim Kelley (Store #145,) Leslie Beavers (Store #151), Lonnie Hickman (Store #72), and Karla Morse, (Store #84) traveled to Kentucky for Product Knowledge training. On the next couple of pages are their thoughts about the trip.

Our Trip to Kentucky

On Sunday, November 10th our group of four from the ABC Specialty stores journeyed to Louisville, Kentucky.

Our first evening, we convened in the hotel's meeting room for a get-acquainted dinner and social time with our host James M. Squeo, the President and CEO of the National Alcohol Beverage Control Association.

On Monday we toured the Buffalo Trace Distillery and met Harlan Wheatley, the Master Distiller and took a V.I.P tour of the plant. Our next stop was the Woodford Reserve Distillery where we learned all about the small-batch bourbon making process and the distilleries close ties to the Brown Forman Corporation.

On Tuesday our journey took us to the Jim Beam Distillery. It had snowed the previous night, so all the buildings had a light coat of white, which was really beautiful. We got to meet Mr. Fred Booker Noe, a descendent of Jim Beam. We also had lunch with Mr. Noe had an old fancy Southern Mansion. We then proceed to the Jim Beam Global Innovation Center and learned how new products are presented by a "think tank" of staff as well as how new products are tested and marketed.

From the Jim Beam tour we made our way back to Main Street in Downtown Louisville where we went to a Museum dedicated to Evan Williams and representing the Heaven Hill Brands, a rather large varied distributor. At the Museum we met Max L. Shipira, President and CEO of Heaven Hill Distilleries.

In Conclusion, the four of us gained a tremendous wealth of knowledge about how bourbon is produced. We also made some lasting friendships with people from other control states, as well as some good comradery with our fellow associates here in Alabama. Overall, the experience was great and my thanks to you and all who made this trip possible.

Timothy L. Kelly, Manager
Store #145, Mountain Brook

Trip to Kentucky

Sunday Night Dinner:

Sunday night was the first occasion in which the entire NABCA group was together.

The Buffalo Trace Distillery:

Buffalo Trace was the first of four distillery tours. Upon driving onto the property, you cannot help but notice how absolutely beautiful this place was. It was a breathtaking combination of historic charm and immaculate maintenance.

The Woodford Reserve Distillery:

We noticed quickly as we approached Woodford Reserve that it is essentially surrounded by horse farms. The horses made for beautiful scenery as we approached the distillery itself. We were greeted as we got off of the bus by Woodford's Master Distiller and several reps from Brown-Foreman.

Jim Beam Distillery:

Then, we saw the Jim Beam Distillery...modernization and efficiency at its best. Don't get me wrong, the historical traditions are very apparent here as well. The property looked like an old southern plantation with splashes of modern buildings designed to have that rich, historical look to them. But, the brick and stacked stone buildings of the smaller distilleries were replaced with aluminum and sheet metal walls that somehow fit the character of such a large scale operation.

Heaven Hill Distilleries:

The focus of this tour was the Evan Williams Tasting Experience, which was set to open to the public about three days after our tour. We were told that we were going to be the guinea pigs on which they tested their new exhibit, for which we happily agreed. The tour started in a room in which we were seated on what looks like old pine benches. The lights dim, and a 3-D projection movie begins. It portrays Evan Williams in his days as a town councilman being put in charge of a river project by his peers. In the next room, you see a projection on both your left and right of a view of the waterway on which Evan Williams is both working and receiving his new pot still via boat.

In the End:

By the end of this trip we learned many things, but a lot of it was more than just the steps of making bourbon. We learned that the industry in which we work has a deep seeded history in our American culture, specifically in the south with bourbon, our native spirit. We learned that, as a whole, the people that work in our industry, particularly at the distilleries, truly seem to love what they do and have a passion for it. Many of the distilleries mentioned that they have numerous employees whose entire family works at the distillery and has for several generations. Even though most of the distilleries are no longer family owned, they are still very much family run and family oriented. The industry seems to have as much, if not more, of a brotherhood than a rivalry. At no point during our trip did any company have any negative comments about any of their competitors, not even one said in a jovial manner. This good will towards their competitors seemed to be more than just appropriate business professionalism, it seemed to stem from a deep rooted respect for the bourbon industry as a whole and for the committed joint effort of raising the standards of their product and profession. Especially in modern times where most people just look out for themselves, it was a privilege to bear witness to an industry that can thrive while holding on to the "Do unto others..." attitude.

Lesley C. Beavers

Sales Manager 1

Store 151 - Huntsville

My Trip to Kentucky!

I found the trip to the NABCA seminar in Kentucky to be very worthwhile.

From the beginning it was interesting to be able to interact with people from stores in other cities and see how similar we were. This interaction made the tours more enjoyable as we had someone to share the experiences with. Some of us had expected a more academic experience with lectures and demonstrations but we were all pleasantly surprised at the behind the scenes nature of the tours. Interaction with the products was encouraged at all levels and questions were always answered with both knowledge and humor where appropriate. I was also fascinated by the diversity of the distilleries, each were making basically the same products and yet were so very different. Buffalo Trace focused on history. Woodford Reserve was a small but impressive operation. The size of the Jim Beam operation was awe inspiring and their Global Innovations Center was far more interesting than anyone thought it would be. The Evan Williams Bourbon Experience showed a desire to expand beyond the normal tours and is something that should appeal to aficionados and novices alike. Beyond the tours I found it very interesting to talk with people from other control states. The differences in the ways we do business were fascinating and even though the other attendees held a much higher status in their state than any of our group they were easy to speak with and very forthcoming. Many of them were interested in what we had to say about working at store level and asked as many questions as we did of them. The diverse and executive nature of our colleagues I think was the reason that each distillery trotted out their big dogs and made the experience very rewarding. It was great to meet and speak with industry people that I previously only knew by name like Mark Brown, Harlan Wheatley, Chris Morris and Fred Noe. Overall I found the trip very educational and enjoyable and believe that if more people were able to take part in this experience it could only help with our future growth and development. I myself would very much like to have more such experiences in the future.

Thank you

Lonny Hickman

Store 072 Montgomery

Our journey on the Bourbon Trail of Kentucky

(No blue grass... just bourbon as far as the eyes can see!)

"Bourbon is a whiskey, but not all whiskey is bourbon." True bourbon is defined in the United States law as being created by (1) a fermented mash with a minimum of 51% US corn and a percentage of wheat, malted barley or rye grains. Corn gives bourbon it's sweet character, while the other grains give away sharper notes like spices and fruit consistencies. (2) The mash is distilled at less than 160 proof, diluted only with iron-free water and it's yeast components are added.(3) It is then stored in "new charred" white oak barrels for at least two years. This process is referred to as coo-perage and maturity. This stage is where Mother Nature, not man, transforms the product's color and taste. (4) To be labeled a Kentucky bourbon, it must be produced and stored within the state at least one year .

The state of Kentucky has many distilleries. We, along with the NABCA, toured four during our convention. Buffalo Trace and Woodford Reserve on Monday. Jim Beam and Evan Williams on Tuesday. Evan Williams and Jim Beam were two of the first manufacturers of spirits in Kentucky. Each facility offered unique and detailed information about it's founders and their products. We also met the "master distillers" of each site. I came away with the belief that a master distiller is an overall blend of a chemist, an agronomist and a master chef. Continually caring for all of their products in the same manner as ABC Store Managers care for theirs. Some of the facilities preserved the heritage of the sites, while others somewhat altered the appearances to show the modernization of todays supply and demand needs.

I truly took away from my visits that Control States like ours, played and still play an important role in the eyes of each distillery. After the repeal of Prohibition in 1933, distillers now show the importance of how to be responsible while distributing and enjoying produced spirits. But if you must visit one single site, I think that the Evan Williams Experience on Whiskey Row will enlighten you. They boldly and clearly describe themselves and the surrounding distillers well.

Karla Morse , Mobile #084

January 1

Orlondo Burwell, Store #77

January 2

Rodrecus Johnson, Warehouse

Rebecca Montgomery, Store #73

January 3

Jon Riley, Enforcement

Jane Floyd, Store #51

January 4

Brian Miller, Enforcement

January 5

Brandon Watkins, Warehouse

Willie J. Boyd, Warehouse

January 7

Renea Roberts, Enforcement

January 9

Catherine Sistrunk, Product Management

Darick Wilson, Enforcement

Steven Finley, Floater D#3



January 10

Greg Atchley, Store #66

Laurie McClung, Store #225

January 11

Lee Harrison, Floater D#10

Susan Hood, Ass't Stores Director North

Chris Inabinett, Enforcement

January 13

Stan Wray, Store #175

Jeanette Delisle, Store #179

January 14

Aaron Caldwell, Warehouse

January 15

Betty Childers, Store #15

January 16

Matthew Chance, Enforcement

Steve Crosby, Store #108

Matt Wade, Store #13

JANUARY



Birthday

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January 17

David Hall, Enforcement

January 19

Katrina Hunter, Enforcement

LaCosta Wallace, Store #53

January 20

Greg Sims, Auditing

Marilyn Jones, Store #76

January 21

Jimmy Blagg, Accounting

Kyle Jackson, Store #59

Tammy Hannah, Store #74

January 22

Sharon Moore, Store #132

January 23

Frankie Payne, Store #87

January 24

Tim Sandlin, Enforcement

Dana Peters, Store #196

January 25

Ashley Pruitt, Enforcement

Debra Shaw, Store #148

Ray King, Store #155

Gerald, Robinson, Store #137

January 26

Steven Ziaja, Enforcement

Patricia Meadows, Store #44

January 27

Jason McGaughy, Store #59

Byron Wood, Warehouse

Brian Hand, Enforcement

Jarrod Alexander, Store #132

January 29

Sarah DeBary Arrington, Store #16

Renee Ferraz, Front Office

January 30

James McKinnon, Warehouse

Brenda Dasilva, Store #126

I am sorry but the address that was in the November Newsletter to send Christmas Cards to our military was incorrect.

Listed below is the correct address.

**Holiday Mail for Heroes
PO Box 5456
Capitol Heights, MD
20791-5456**

Sorry we forgot your Birthday!

December 5

Sarah Banks, Floater D#6

December 10

Kevin Clark, Store #126

December 29

Kevin Maddox, Auditing

December 31

Angie Godbold, Store #113





Congratulations

Michael Bridgmon promoted to
Network Support Group, IT
Department

Joni Musgrove, Store Manager II,
Store #64



Stores Division

Jamila Cammon, Sales Associate, Store #102

Barbara Nailor, Sales Associate, Store #102

Jay Wilkerson, Sales Associate, Store #82

Information Technology

Matt Morse, It Field Service Technician



Congratulation on your Retirement:

Billy Rowe, Information Technology

Barbara Hendon, Audit

James Steele, Manager, Store #4

**Brenda Melton, Sales Associate , Store
#116**



Autumn Hope Brown Granddaughter of Trish Montgomery, Stores Supervisor District, Born 11-12-13 at 12:46 PM. 10.7 lbs and 25 inches long.



**ABC Store #137,
Gulf Shores
showing their
Halloween Spirit**



**ABC Store #65
Mobile— Turkey
Display made
from Wild Turkey
Cases**



Frankie Payne will be retiring at the end of the year. Ms. Payne is the Manager II at Store #87 in Theodore. She will have over 36 years with the State.

Congratulations Ms. Frankie on your upcoming Retirement. We wish you all the best and you will truly be missed.

Information Technology

November 30, 2013 will be Bo Holt's, Information Technology, last day with the ABC Board. Bo is transferring to the Department of Corrections with a promotion.

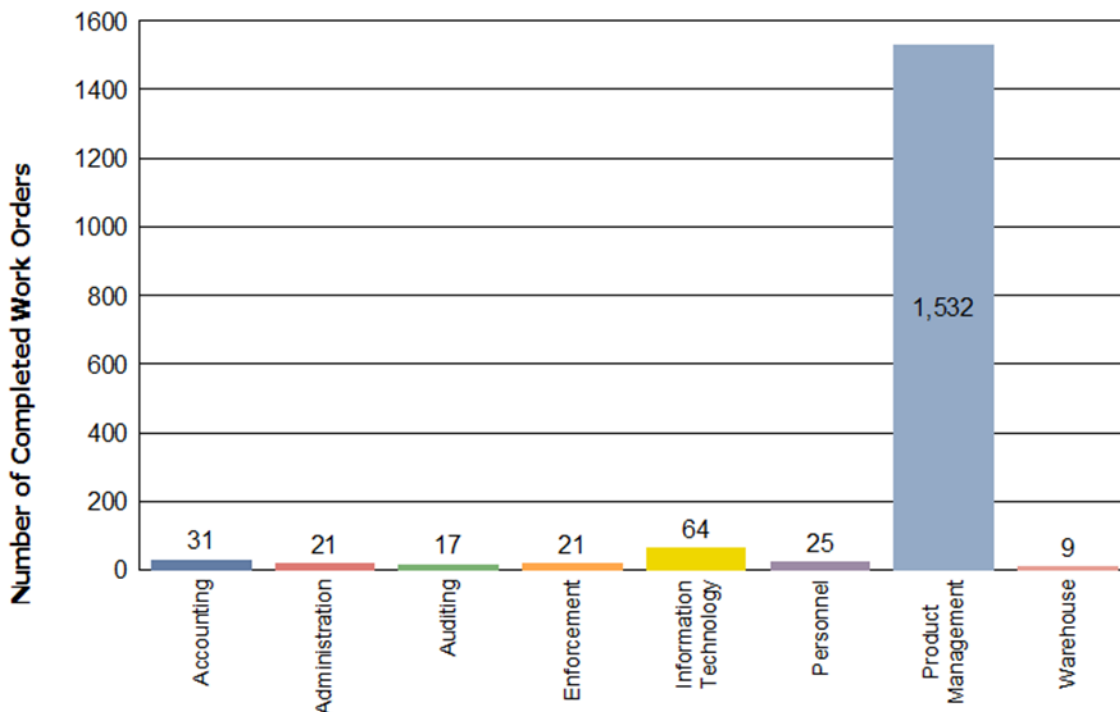
We will miss you Bo, but Good Luck on your new job.

Completed Work Orders by Department

From 10/1/2013
To 12/31/2013

Dates displayed in
Central Standard Time

11/12/2013 4:00:26PM





We had a great time at the Montgomery, ColorVibe 5K who is with us next year..

Preregistration has already begun!!



BEFORE



&

AFTER



Look who was volunteering at the Color Vibe... Ms. Nan!



The Johnnie Walkers



Halloween at the Central Office

2013



Halloween Visitors at the Central Office

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It is time to start thinking about who will be the Sales Manager of the Year for 2013. The prize for Sales Manager of the Year will be announced at a later date. Listed below are the criteria for Sales Manager of the Year.

CRITERIA FOR SALES MANAGER

- 1). Any Sales Manager must have been performing at a rating of 3 or above and no unsatisfactory work habits from March 1, 2013—February 28, 2014 and no disciplinary action during this period.
- 2). Any Sales Manager nominated must be in permanent status with at least 12 months employment as an ABC Sales Manager I or above.
- 3). Any Sales Manager nominated must have displayed job performance that can be specifically described as going “above and beyond”.
- 4). Any Sales Manager nominated must have displayed exemplary customer service, professionalism and teamwork that can be specifically described.
- 5). Any Sales Manager nominated must have a consistent record of training subordinate employees in store procedures and employee supervision on the level that promoted efficient store operations and employee development.

*** Where Applicable***

- 6). The ABC Store of any sales manager nominated must be exemplary in cleanliness and organization.

*** ABC Sales Manager must meet all six of above listed items except for Number 5 for one-man stores to be nominated.***



It is time to start thinking about who will be the Sales Associate of the Year for 2013. The prize for Sales Associate of the Year will be announced at a later date. Listed below are the criteria for Sales Associate of the Year.

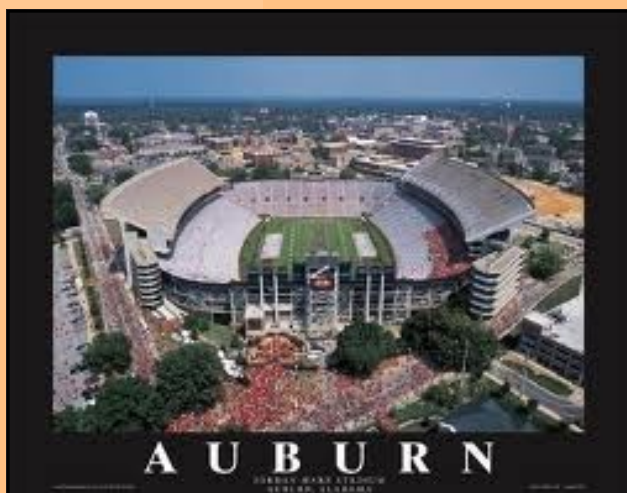
CRITERIA FOR SALES ASSOCIATE

- 1). Any Sales Associate must have been performing at a rating of 3 or above and no unsatisfactory work habits from March 1, 2012—February 28, 2013 and no disciplinary action during this period.
- 2). Any Sales Associate nominated must be in permanent status with a least 12 months employment as an ABC Sales Associate.
- 3). Any Sales Associate nominated must have functioned often as a PIC during the time period of March 1, 2013—February 28, 2014 and must have done so with no critical errors and on the level that promoted efficient store operations.
- 4). Any Sales Associate nominated must have displayed job performance that can be specifically described as going “above and beyond”.
- 5). Any Sales Associate nominated must have displayed exemplary customer service, professionalism and teamwork that can be specifically described.

ROLL TIDE ROLL



| Date | Opponent | Location | Score |
|-------|----------------------|---------------------|-----------|
| 08/31 | Virginia Tech | Atlanta, Ga | (W) 35-10 |
| 09/14 | at Texas A&M | College Station, Tx | (W) 49-42 |
| 09/21 | Colorado State | Bryant-Denny | (W) 31-6 |
| 09/28 | Ole Miss | Bryant-Denny | (W) 25-0 |
| 10/05 | Georgia State | Bryant-Denny | (W) 45-3 |
| 10/12 | at Kentucky | Lexington, Ky | (W) 48-7 |
| 10/19 | Arkansas | Bryant-Denny | (W) 52-0 |
| 10/26 | Tennessee | Bryant-Denny | (W) 45-10 |
| 11/09 | LSU | Bryant-Denny | (W) 38-17 |
| 11/16 | at Mississippi State | Starkville, Ms | (W) 20-7 |
| 11/23 | UTC | Bryant-Denny | (W) 49-0 |
| 11/30 | at Auburn | Jordan-Hare | |



WAR EAGLE

| Date | Opponent | Location | Score |
|-------|------------------|---------------------|-----------|
| 08/31 | Washington State | Jordan-Hare | (W) 31-24 |
| 09/07 | Arkansas State | Jordan-Hare | (W) 38-9 |
| 09/14 | Mississippi St. | Jordan-Hare | (W) 24-20 |
| 09/21 | at LSU | Baton Rouge, La | (L) 21-35 |
| 10/05 | Ole Miss | Jordan-Hare | (W) 30-22 |
| 10/12 | Western Carolina | Jordan-Hare | (W) 62-3 |
| 10/19 | at Texas A&M | College Station, Tx | (W) 45-41 |
| 10/26 | Florida Atlantic | Jordan-Hare | (W) 45-10 |
| 11/02 | at Arkansas | Fayetteville Ak | (W) 35-17 |
| 11/09 | at Tennessee | Knoxville, Tn | (W) 55-23 |
| 11/16 | Georgia | Jordan-Hare | (W) 43-38 |
| 11/30 | Alabama | Jordan-Hare | |



Holiday Milk Punch

Ingredients

- 2 cups milk
- 2 cups half-and-half
- 1 cup brandy or bourbon
- 1/2 cup sifted powdered sugar
- 1 1/2 teaspoons vanilla extract
- Crushed ice
- Freshly grated nutmeg

Preparation

Whisk together milk, half-and-half, brandy, powdered sugar, and vanilla in a pitcher. Serve over crushed ice. Top each serving with freshly grated nutmeg.

From Mrs. Claus' Kitchen:



Snow Balls

Ingredients:

- 8 cups flour
- 6 tsps. Baking Powder
- 2 tsps. Soda
- 1/2 tsp salt
- 2 egg yolks
- 1 cup shortening
- 2 cups sugar
- 1 cup milk
- 1 tsp almond extract
- 3 drops yellow food coloring

Procedure:

Combine egg yolks, soda, milk, almond extract, and food coloring.

Mix together

Sift sugar, salt, flour and baking powder.

Cut in shortening until particles cling together.

Mix egg mixture with dry ingredients until soft dough is formed.

(add more flour if needed)

Roll in to the size of walnuts and put on greased cookie sheet.

Bake at 350 for 15 minutes.

Let stand until cool then frost.

Frosting for Snow Balls:

- 1 1/2 cup granulated sugar
- 1/2 cup water
- 2 eggs whites
- 1/4 tsp cream tartar
- 1 box confectioner sugar
- 1 tsp Almond flavoring
- 1 tsp vanilla flavoring

Boil Sugar and water for 2 minutes and cool. Beat egg whites with Cream Tartar until it forms soft peaks, gradually add cooled boiled sugar, and beat for 3 minutes. Add Confectioner sugar and flavorings. Roll Cookies in frosting a dozen at a time. Lay flat to dry. Makes about 100 cookies

If you would like to have something placed in the Newsletter
please use the following contacts:

Accounting: Pam Vojnovski (pam.vojnovski@abc.alabama.gov)

Auditing: Sissy Harris (sissy.harris@abc.alabma.gov)

Enforcement: Carolyn Burdette
(carolyn.burdette@abc.alabama.gov)

Information Technology: Sylvia Temple
(sylvia.temple@abc.alabama.gov) or
Stephen Mitchell (stephen.mitchell@abc.alabama.gov)

Personnel: Stan Goolsby (stan.goolsby@abc.alabama.gov)

Product Management: Britney Thomas
(britney.thomas@abc.alabama.gov)

Warehouse: Betty Flowers (betty.flowers@abc.alabama.gov)

Stores Central Office and Administrator's Office:

Debra Moore (debra.moore@abc.alabama.gov)
or Jennifer Holton (jennifer.holton@abc.alabama.gov)

Store Personnel should contact their District Supervisor!

**If you have any questions please do not hesitate to
contact me either by phone or email.**

Debra S. Moore

334-260-5425